Author Index

Ali A, 179
Andrews RL, 145

Baucus DB, 67
Baucus MS, 67
Bejou D, 137
Benet SB, 189
Birley S, 37
Bommer W, 203
Brush CG, 81
Butler JS, 51

Chadraba P, 189
Chowdhury SD, 169
Crouch GI, 117

Ferrell OC, 233
Franke GR, 145

Gassenheimer JB, 67
Greene PG, 51

Halstead D, 107
Hendeles Y, 59
Hill RC, 15
Hills GE, 1
Hooks JA, 199
Hult TM, 233

Ingram TN, 137

Kim C, 157
Klenosky DB, 189
Kraft KL, 245
Krapfel R, 179

LaBahn DW, 179
Lang JR, 169
Lee H, 157
Lerner M, 59
Lukas BA, 233

Miller A, 25
Morash EA, 107
Morris MH, 5
Murphy GB, 15

Ostgaard TA, 37
Ozment J, 107

Peters MP, 81

Roberts JA, 217

Sexton DL, 5
Singhapakdi A, 245
Spilling OR, 91
Stearns TM, 1
Sullivan MK, 25

Tang GYN, 257
Trailer JW, 15

Vitell SJ, 245

Walters RG, 203
Wray B, 137

Journal of Business Research 36, 267 (1996)

© 1996 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/96/$15.00
PII S0148-2963(96)00102-6

Author Index

Ali A, 179
Andrews RL, 145

Baucus DB, 67
Baucus MS, 67
Bejou D, 137
Benet SB, 189
Birley S, 37
Bommer W, 203
Brush CG, 81
Butler JS, 51

Chadraba P, 189
Chowdhury SD, 169
Crouch GI, 117

Ferrell OC, 233
Franke GR, 145

Gassenheimer JB, 67
Greene PG, 51

Halstead D, 107
Hendeles Y, 59
Hill RC, 15
Hills GE, 1
Hooks JA, 199
Hult TM, 233

Ingram TN, 137

Kim C, 157
Klenosky DB, 189
Kraft KL, 245
Krapfel R, 179

LaBahn DW, 179
Lang JR, 169
Lee H, 157
Lerner M, 59
Lukas BA, 233

Miller A, 25
Morash EA, 107
Morris MH, 5
Murphy GB, 15

Ostgaard TA, 37
Ozment J, 107

Peters MP, 81

Roberts JA, 217

Sexton DL, 5
Singhapakdi A, 245
Spilling OR, 91
Stearns TM, 1
Sullivan MK, 25

Tang GYN, 257
Trailer JW, 15

Vitell SJ, 245

Walters RG, 203
Wray B, 137

Journal of Business Research 36, 267 (1996)

© 1996 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/96/$15.00
PII S0148-2963(96)00102-6

Subject Index

CONFLICT RESOLUTION
A Taxonomy of Couples Based on Influence Strategies: The Case of Home Purchase, 157

CONSUMER BEHAVIOR
Assessing Czech Consumers' Reactions to Western Marketing Practices: A Conjoint Approach, 189
Comparing Objective Service Failures and Subjective Complaints: An Investigation of Domino and Halo Effects, 107
Demand Elasticities in International Marketing: A Meta-Analytical Application to Tourism, 117
Determinants of Relationship Quality: An Artificial Neural Network Analysis, 137
Green Consumers in the 1990s: Profile and Implications for Advertising, 217
A Taxonomy of Couples Based on Influence Strategies: The Case of Home Purchase, 157

DEMAND ELASTICITIES
Demand Elasticities in International Marketing: A Meta-Analytical Application to Tourism, 117

ECONOMIC DEVELOPMENT
The Entrepreneurial System: On Entrepreneurship in the Context of a Mega-Event, 91

EMPLOYEE PRODUCTIVITY
Turnaround in Small Firms: An Assessment of Efficiency Strategies, 169

ENTREPRENEURSHIP
The Concept of Entrepreneurial Intensity: Implications for Company Performance, 5
Cooperative Arrangements among Entrepreneurs: An Analysis of Opportunism and Communication in Franchise Structures, 67
The Entrepreneurial System: On Entrepreneurship in the Context of a Mega-Event, 91
Entrepreneurship and New Firm Development: A Definitional Introduction, 1
Market Information Scanning Activities and Growth in New Ventures: A Comparison of Service and Manufacturing Businesses, 81
Measuring Performance in Entrepreneurship Research, 15
The Minority Community as a Natural Business Incubator, 51
New Entrepreneurs and Entrepreneurial Aspirations among Immigrants from the Former U.S.S.R. in Israel, 59
New Venture Growth and Personal Networks, 37
Segmenting the Informal Venture Capital Market: Economic, Hedonistic, and Altruistic Investors, 25

ETHICS
Moral Intensity and Ethical Decision-Making of Marketing Professionals, 245

FRANCHISE STRUCTURES
Cooperative Arrangements among Entrepreneurs: An Analysis of Opportunism and Communication in Franchise Structures, 67

IMMIGRANTS
New Entrepreneurs and Entrepreneurial Aspirations among Immigrants from the Former U.S.S.R. in Israel, 59

INVESTOR BEHAVIOR
Segmenting the Informal Venture Capital Market: Economic, Hedonistic, and Altruistic Investors, 25

MARKET INFORMATION
Comparing Objective Service Failures and Subjective Complaints: An Investigation of Domino and Halo Effects, 107
Market Information Scanning Activities and Growth in New Ventures: A Comparison of Service and Manufacturing Businesses, 81

MARKET RESPONSE
Dynamics of Aggregate Response Sensitivities to Marketing Mix Variables, 145

MARKETING RESEARCH
Assessing Czech Consumers' Reactions to Western Marketing Practices: A Conjoint Approach, 189
Green Consumers in the 1990s: Profile and Implications for Advertising, 217
Intervalling Effect on Intertemporal Stability among Asian Emerging Markets and Developed Markets, 257
Measuring the Impact of Product and Promotion-Related Factors on Product Category Price Elasticities, 203
Moral Intensity and Ethical Decision-Making of Marketing Professionals, 245

Journal of Business Research 36, 269–270 (1996)

© 1996 Elsevier Science Inc.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/96/$15.00
PII S0148-2963(96)00104-X

New Product Development Cycle Time: The Influence of Project and Process Factors in Small Manufacturing Companies, 179
A Theoretical Perspective of the Antecedents and Consequences of Organizational Learning in Marketing Channels, 233

MINORITY BUSINESS COMMUNITY
The Minority Community as a Natural Business Incubator, 51

MUTUAL FUNDS
The Effect of Loads and Expenses on Open-End Mutual Fund Returns, 199

NETWORKS
New Venture Growth and Personal Networks, 37

ORGANIZATIONAL LEARNING
A Theoretical Perspective of the Antecedents and Consequences of Organizational Learning in Marketing Channels, 233

PRODUCT CATEGORY PRICE ELASTICITIES
Measuring the Impact of Product and Promotion-Related Factors on Product Category Price Elasticities, 203

PRODUCT DEVELOPMENT CYCLE TIME
New Product Development Cycle Time: The Influence of Project and Process Factors in Small Manufacturing Companies, 179

RELATIONSHIP QUALITY
Determinants of Relationship Quality: An Artificial Neural Network Analysis, 137

SERVICE FAILURES
Comparing Objective Service Failures and Subjective Complaints: An Investigation of Domino and Halo Effects, 107

STOCK MARKET INTERTEMPORAL STABILITY
Intervalling Effect on Intertemporal Stability among Asian Emerging Markets and Developed Markets, 257

TOURISM
Demand Elasticities in International Marketing: A Meta-Analytical Application to Tourism, 117

TURNAROUND STRATEGIES
Turnaround in Small Firms: An Assessment of Efficiency Strategies, 169